The New U.S. Royal is Causing Plenty of Excitement

AND HERE'S WHY


ELECTRONIC WINDING: — This special technique controls tension and provides the highest degree of uniformity. Result: truer drives and greater control for U. S. Royal.

CADWELL-GEER COVER: — The unique scientifically compounded cover with unsurpassed toughness. Makes U. S. Royal last longer.

The new U. S. Royal is the talk of today's golf world. Wherever golf is being played, veteran amateurs and Pros are praising Royal's remarkable distance, controllability and balance. They can tell by the feel and the click that U. S. Royal's right. Make no mistake about it, U. S. Royal, with the Silicone "Magic" Center, is the greatest golf ball sensation of the year.

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